



ESTABLISHED 1803
INCORPORATED 1865

RED ROOF • BALTIMORE PIKE • WAWA, PENNSYLVANIA 19063
Wawa Food Markets • Wawa Dairy Farms (215) 358-8000

October 30, 1992

R. J. Reynolds Tobacco Company
4659 West Chester Pike
Newtown Square, PA 19073

Attention: Mr. Jim Morris

Dear Jim:

Attached is a copy of the cigarette counter display assignments for RJR Tobacco. These assignments were effective on October 15, 1992.

As we've discussed, placement of any display in Wawa is determined by Wawa management. Wawa will continue to work with all vendors in establishing the proper display space for their products based on sales.

Right and Left Side are based on entering the store and facing the register from the entranceway.

Please communicate the proper assignments to your sales force as early as possible. If you have any questions or need further clarification, please contact me.

Thank you,

Maureen E. McFadden
Product Planning Manager

cc: John Cottage
Kathy Pinto

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